VISUAL IDENTITY
Standards

a guideline to the John Carroll University brand

3.20.18
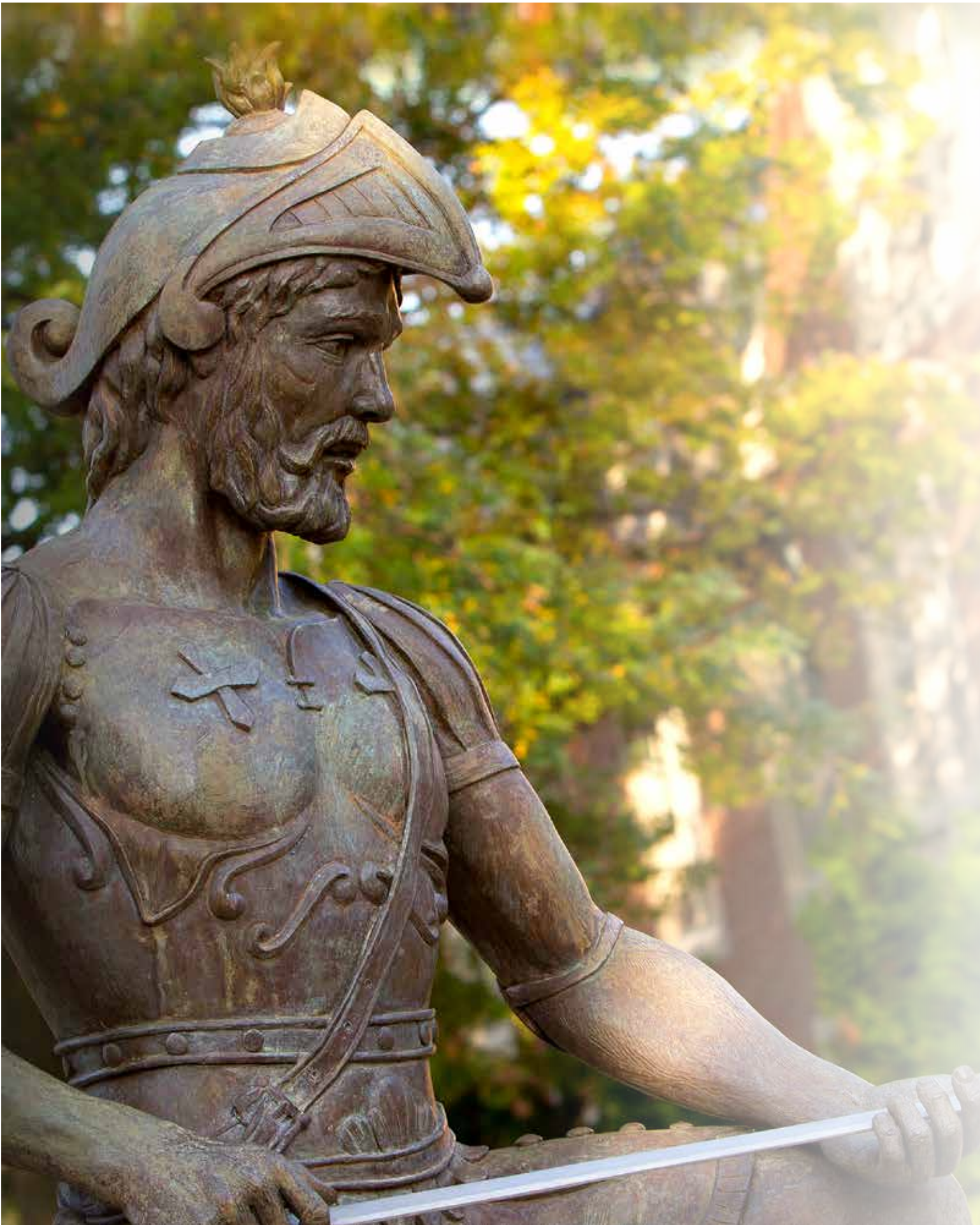
John Carroll
UNIVERSITY

WELCOME

INTRODUCTION

The John Carroll University Brand Standards is a collection of guidelines and visual resources to reflect the values, mission and strategy of the university. The visual standards outline the fundamental visual elements of our brand and proper usage.

Consistent visuals benefits all aspects of the institution. Adherenceto these guidelines will ensure consistency, strengthen our recognition and increase brand effectiveness.

HOW TO USE THIS GUIDE

This guide contains many of the visual resources necessary for preparing marketing and communications materials including proper use of colors, logos, fonts and photography. If you are working with outside designers or agencies, please provide them with a copy of this guide as a reference.

This guide cannot cover all situations. If you have questions about content included here or our brand, please contact IMC.

Integrated Marketing & Communications
Rodman Hall | Room 304
x-4321 | imc@jcu.edu

our logo builds one identity
and connects us to the world

LOGO IDENTITY

Our logo is the signature of the university.

The John Carroll University identity system includes our primary brandmark along with a typographic treatments, symbols, and identifiers. We are a university that is vibrant in today's world and dedicated to faith, to learning, to service for the greater good; supported by intellectual excellence steeped in Jesuit traditions of higher education.

Our brandmark logo is a descendant of that brand essence. The modern typeface combines two progressive fonts: "John Carroll" in Baskerville and "University" in Trajan. Both are innovative and modern type fonts demonstrating that John carroll is moving forward in today's world and leading the way.

The blue and gold colors reflect our legacy – current interpretations of our traditional John Carroll colors of the past; yet presented in a contemporary palette that will stand the test of time.
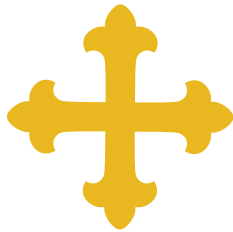
BOTANY CROSS

The prominent bottony cross is a latin cross and in christian tradition the three clover-leafed end caps represent the Trinity and the teachings of 1 Corinthians 13: "Faith, Hope, Love; the greatest of these is Love." Also, since there are four arms of the bottony cross - each with three buds - the cross is also known as the apostles' cross, with each bud representing one of the twelve original christian apostles. The cross symbolizes Jesuit traditions in the purest form.

*The botany cross **IS NOT PERMITTED** to be used alone as a graphic element or logo without permission from IMC. Please contact IMC before any use.

0.5″

0.5″

The clear space around logo must be equal to
or greater than the height and width of botany cross

LOGO **USAGE**

2 spot colors on white background

1 color on white background (Black)

4 color process on white background

1 color on white background (JCU Blue)

Reversed 4 color process

Black and white reversed

WORDMARK (LOGOTYPE) - IN PROGRESS

Outside of the primary logo, our visual identity system allows the use of the John Carroll University into a uniquely styled type font treatment. Our word mark treatments have been designed in such a way to intrigue the eye and capture the interest while maintaining the strength and character of our institution. Images can also be integrated into a logotype, often to great visual effect. Of prime consideration when selecting a logotype or wordmark is legibility and ease of recognition, even when reduced to the size required for printing your business cards.

JOHN CARROLL UNIVERSITY

JOHN CARROLL
UNIVERSITY

John Carroll
UNIVERSITY

LOGO IDENTITY

10

DO NOT remove elements from the logo.

DO NOT distort the shape and size of the logo.

DO NOT add additional copy/text below the logo.

CAMPUS ACTIVITIES

DO NOT rotate the logo
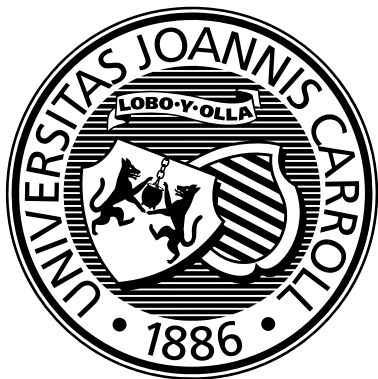
DO NOT add drop shadows or effects to the logo

DO NOT change logo colors. Refrence color usage.

University Seal

▶ The seal may be used in a one color treatment.
Colors should stay within primary color palette.

UNIVERSITY SEAL

The official emblem of the University, the seal, is commonly used on official and formal documents, ceremonial materials, apparel, and primarily used by the Office of the President. The University seal has historical significance and is rooted in the Jesuit tradition.

HISTORY OF THE SEAL

John Carroll University, one of 28 colleges and universities operated in the United States by the Society of Jesus, was founded as Saint Ignatius College in 1886. It has been in continuous operation as a degree-granting institution since that time. In 1923, the college was renamed John Carroll University, after the first archbishop of the Catholic Church in the United States.

Early versions of the seal date back as far as 1901, when it was first used on the cover of the Annual Report of the Meteorological Observatory 1901-1902 for Saint Ignatius College. It appears again in the following year's report on the student publication Lumina from 1915-1919 and in the College Catalogue for 1919-1920. Between 1920 and 1979, a number of versions of the seal were used and ultimately discarded. A similar version of the seal used today was adopted in 1980.

DESCRIPTION OF SEAL

The seal is composed of two shields, one with two wolves and a kettle, and the other with seven originally red bars on a field of gold. It is thought that the words, "lobo y olla," are the Spanish for wolf and kettle or pot. However, since Ignatius Loyola came from the Basque country, there is some question as to the translation. In the Basque language, the translation of those words would indicate an abundance of land. Another translation of the same phrase also indicates wealth to the extent of being able to feed the people and the wolves. According to Fr. James Broderick, S.J., in Saint Ignatius Loyola, the "two wolves rampant on either side of a hanging cauldron was the adopted escutcheon (heraldry of the shield) of the Loyolas." Very possibly, also, the presence of the wolves could be referenced to the constant battle these animals faced by the farmers of Guipuzcoa (Ignatius' homeland).The boiling cauldron symbolized hospitality, a virtue the Basques were known for. The seven originally red bars represented the seven brothers of the Onaz family, the paternal family of Saint Ignatius.

The basic shield of the Loyolas has been a customary base for the seal of most Jesuit colleges and universities. John Carroll University's seal still retains the Spanish words for wolves and kettle.

The seal and the logo/tag are two distinct graphic identity elements but can be combined as necessary for specific communications. The University seal should not be altered in any way.

ATHLETICS LOGO USAGE

MAIN LOGOS (OUTLINED VERSION)

1 Color - BLACK

1 Color - NAVY

1 Color - JCU GOLD

1 Color -JCU BLUE

MAIN LOGOS (SOLID VERSION)

1 Color - BLACK

1 Color - NAVY

1 Color - JCU GOLD

1 Color -JCU BLUE

MAIN LOGOS (SOLID REVERSED)

1 Color - WHITE

1 Color - JCU GOLD

MAIN LOGOS (SOLID OUTLINE REVERSED)

1 Color - BLACK

1 Color - NAVY

1 Color - JCU GOLD

1 Color -JCU BLUE

FONTS + COLORS

FONT FAMILIES

Gotham

Gotham Light
Gotham Light Italic
Gotham Book
Gotham Book Italic
Gotham Medium
Gotham Medium Italic
Gotham Bold
Gotham Bold Italic
Gotham Black
Gotham Ultra

Uses
Headlines | Subheads | Body Copy

Web Alternative
Open Sans

Tungsten

Tungsten Light	Tungsten Condensed Thin
Tungsten Extra Light	Tungsten Condensed Extra Light
Tungsten Light	Tungsten Condensed Light
Tungsten Book	Tungsten Condensed Book
Tungsten Medium	Tungsten Condensed Medium
Tungsten Semibold	**Tungsten Condensed Semibold**
Tungsten Bold	**Tungsten Condensed Bold**
Tungsten Black	**Tungsten Condensed Black**

Uses
Headlines | Subheads

Web Alternative
Oswald

MAIN COLORS

**JCU GOLD
(PMS 7406)**

9, 27. 100. 0

R=233 G=184 B=32

#E9B820

**JCU NAVY
(PMS 289)**

100. 85. 46. 61
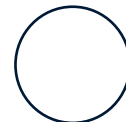
R=10 G=35 B=63

#0A223F

**JCU BLUE
(PMS 2955)**

100, 77. 33. 24

R=10 G=64 B=104

#0A4068

WHITE

0, 0. 0. 0

R=255 G=255 B=255

#FFFFFF

ACCENT COLORS (LIMITED USE)

PMS COOL GRAY 10C

61. 53. 48. 19

R=100 G=101 B=105

#646469

BOTTONY CROSS LOCKUP

Bottony Lockup

The bottony lockup is designed to give greater flexibility for branding your materials while maintaining a consistent use of the cross.

The bottony cross should be used in either a tab or box when possible.

Bottony Extended Lockup

The bottony extended lockup is designed for instances when the tab can be extended beyond the edge (top, bottom, left, right) and provide a branded mark of JCU.
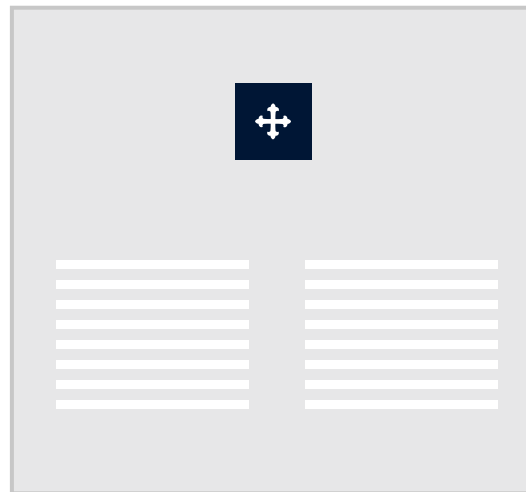
Only one side may extended beyond a trim to allow proper white space.

0.5"

A

B

C
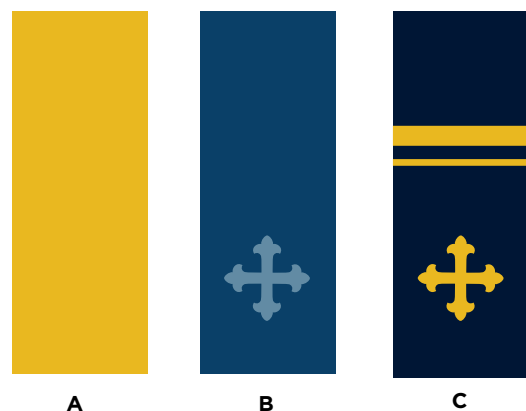
The botany lockup colors are flexible and can be used according to the official JCU color palette.

The lockup may be used in 3 variations:
1. 1 color (Example A)
2. 2 color w/botany cross variation (Example B)
3. 2 color w/botany cross and line variation (Example C)

The botany cross and the solid tab can provide a graphic element to our marketing materials. Use the guide below to understand how and how not to use the botany cross in a tab.

COLOR PALETTE

Our colors say a lot about who we are.

Using an indentifiable set of university colors speaks to our commitment to maintaining a powerful and consistent visual identity. By following our color guidelines, you can help maintain a strong, professional and consistent visual identity for our brand.

John Carroll University has a comprehensive color palette featuring our primary colors of blue and gold as well as a set of appropriate accent colors for use in communication and marketing materials.

For more information regarding our official colors and to download a JCU color palette, visit **brand.jcu.edu**. You will be required to enter a password to gain access.

JCU Blue (PMS 2955)

C = 100 **M** = 77 **Y** = 33 **K** = 24
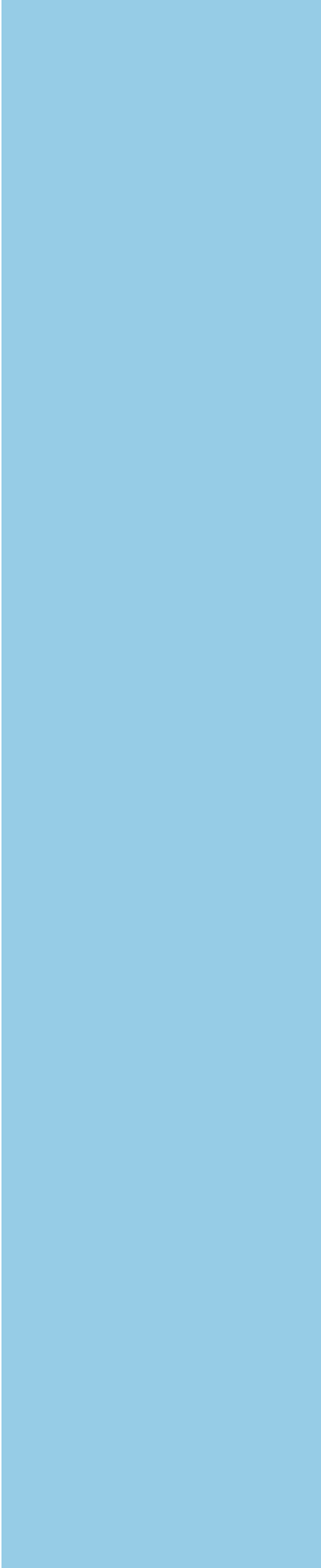**R** = 10 **G** = 64 **B** = 104
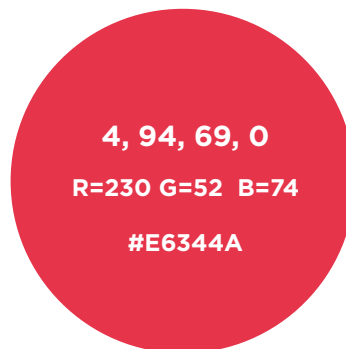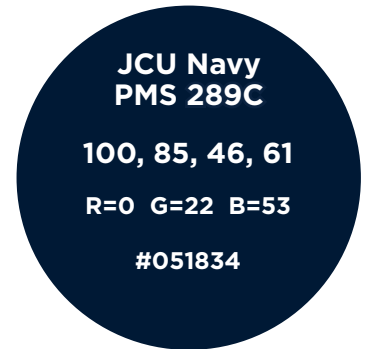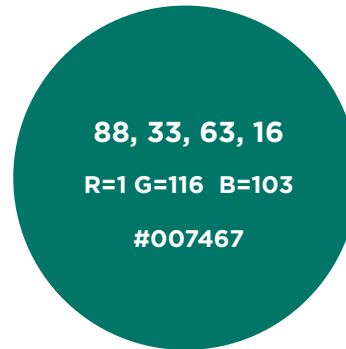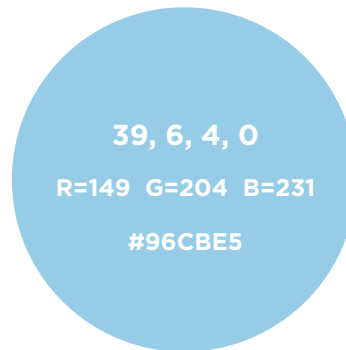**#**0A4068

JCU Gold (PMS 7406)

C = 9 **M** = 27 **Y** = 100 **K** = 0
R = 233 **G** = 184 **B** = 32
#E9B820

SECONDARY COLORS

39, 6, 4, 0

R=149 G=204 B=231

#96CBE5

4, 13, 77, 0

R=247 G=214 B=90

#F7D65A

88, 33, 63, 16

R=1 G=116 B=103

#007467

JCU Navy
PMS 289C

100, 85, 46, 61

R=0 G=22 B=53

#051834

4, 94, 69, 0

R=230 G=52 B=74

#E6344A
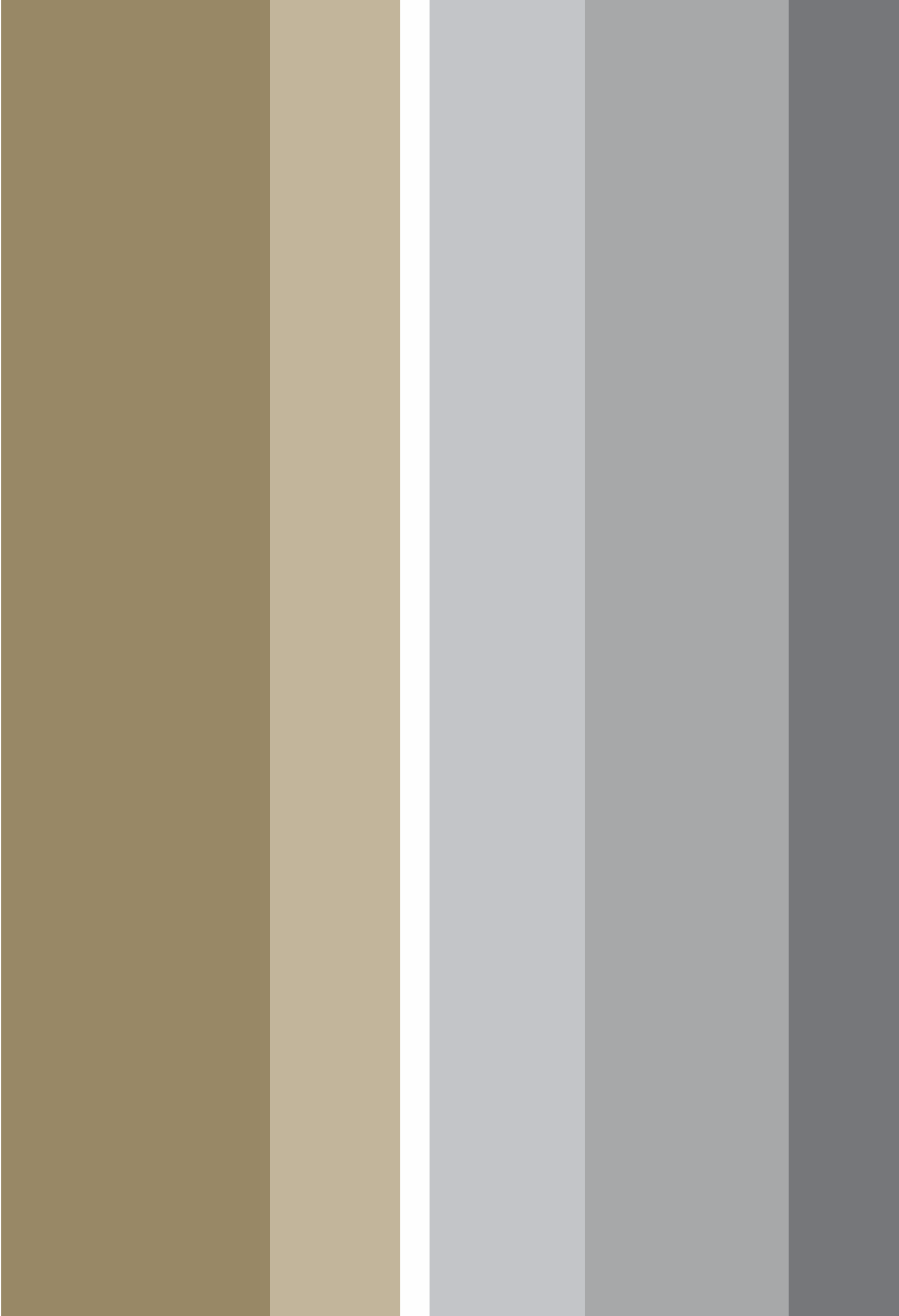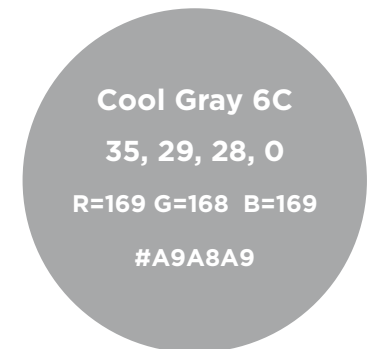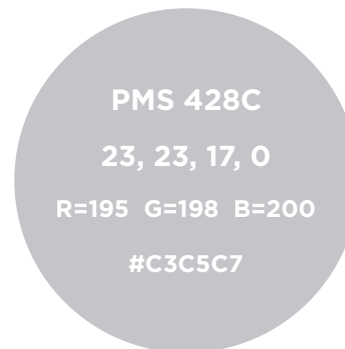
4, 4, 20, 0

R=244 G=236 B=208

#F3EBCF
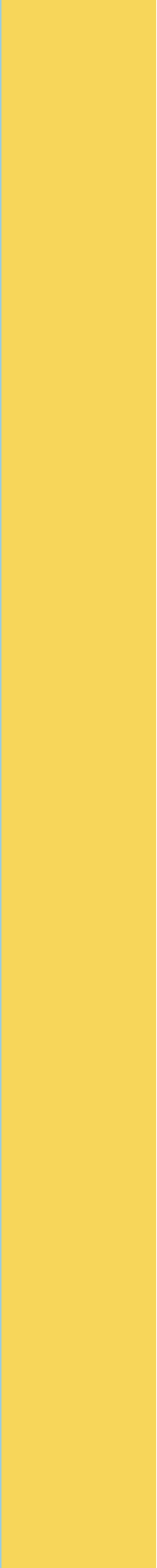
Uses

Primary use on enrollment/admissions materials.

Usage on web and digital advertising to evoke a casual and fun tone in marketing communications.

NEUTRAL ACCENT COLORS

24, 28, 54, 27

R=152 G=137 B=102

#988865

25, 25, 40, 0

R=194 G=181 B=15

#C2B49A5

PMS 428C

23, 23, 17, 0

R=195 G=198 B=200

#C3C5C7

Cool Gray 6C

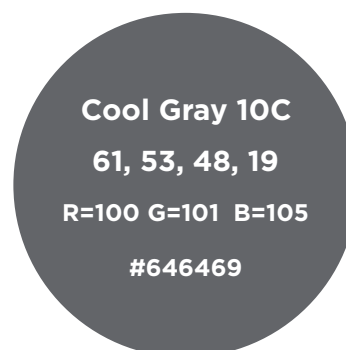35, 29, 28, 0

R=169 G=168 B=169

#A9A8A9

Uses

Neutral colors are used as a compliment to the primary color palette.

Used to communicate high level academic tone (i.e. Presidential and Board communications)

Cool Gray 10C

61, 53, 48, 19

R=100 G=101 B=105

#646469

ATHLETICS

Cool Gray 10C is used only Athletics as an accent color for main colors.

TYPOGRAPHY

Typography tells a story through words.

Typography plays a crucial role in the university visual identity. Fonts add emphasis to our brand by helping to convey the proper mood and emotion for your marketing and communication needs.

John Carroll University utlizes three main typefaces broken into 3 categories:

Serif - characterized with a small line attached to the end of a stroke
Sans Serif - characterized without decorative lines
Slab - characterized by thick, block-like serifs.

Our primary typefaces (fonts) include: Surveyor, Gotham and Archer.

Surveyor

John Carroll University's official serif typeface.

Designed for print and screen, and for sizes large and small. The style of lettering is an invention of the early nineteenth century, born of the material properties of copperplate engraving and the informational needs of cartography (map creation).

Surveyor Light

Surveyor Light Italic

Surveyor Book

Surveyor Book Italic

Surveyor Medium

Surveyor Medium Italic

Surveyor Bold

Surveyor Bold Italic

Surveyor Black

Surveyor Black Italic

Uses

Headlines | Subheads | Body Copy

Web Alternative

NotoSerif

engage
the WORLD

JESUIT CATHOLIC UNIVERSITY

dedicated to developing **WOMEN AND MEN**

with the **knowledge** *and* **CHARACTER**

Gotham

John Carroll University's official sans serif typeface.

Gotham's letterforms are inspired architectural signage and a definite nod to city life in particular New York City in the 1930s through 1960s. It's geometric, strong, bold but also friendly and confident.

Gotham Light

Gotham Light Italic

Gotham Book

Gotham Book Italic

Gotham Medium

Gotham Medium Italic

Gotham Bold

Gotham Bold Italic

Gotham Black

Gotham Ultra

Uses

Headlines | Subheads | Body Copy

Web Alternative

Open Sans

Tungsten

John Carroll University's alternate sans serif typeface.

Compact, bold and sporty. This high impact font that celebrates a modern, industrial and zealous nature when used as a headline or subhead.

Tungsten Light	Tungsten Condensed Thin
Tungsten Extra Light	Tungsten Condensed Extra Light
Tungsten Light	Tungsten Condensed Light
Tungsten Book	Tungsten Condensed Book
Tungsten Medium	Tungsten Condensed Medium
Tungsten Semibold	**Tungsten Condensed Semibold**
Tungsten Bold	**Tungsten Condensed Bold**
Tungsten Black	**Tungsten Condensed Black**

Uses

Headlines | Subheads

Web Alternative

Oswald

GO
BLUE
STREAKS

a place
where you belong

ITC Lubalin Std

John Carroll University's official slab serif typeface.

ITC Lubalin Graph is geometric, simple yet full of confidence and style. Best when paired with an old face serif font or a combination of two weights light vs heavy.

ITC Lubalin Bold

ITC Lubalin Bold Oblique

ITC Lubalin Demi

ITC Lubalin Demi Oblique

ITC Lubalin Medium

ITC Lubalin Medium Oblique

ITC Lubalin Book

ITC Lubalin Book Oblique

ITC Lubalin Extra Light

ITC Lubalin Extra Light Oblique

ITC Lubalin Bold Condensed

ITC Lubalin Demi Bold Condensed

ITC Lubalin Medium Condensed

ITC Lubalin Book Condensed

Uses

Headlines | Body | Advertising

Experience

⟡⟶ EXPERIENCE

Experience

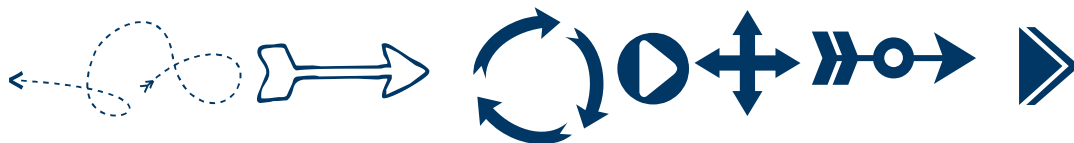## John Carroll University's accent typefaces

In addition to our primary fonts, supplementary fonts are available for limited use. Traditionally reserved for display only. These are best used as titles used to evoke a more 'fun and friendly' tone.

Recommended subjects includes: Admissions, student activities and events

Lavanderia

AIRBAG

Kg Eyes Wide Open

Uses

Display Only | Titles | Accents

Mix and matching our typefaces is a great way to add strong visual interest creating an emotional connection.

MIXING FONTS

SAMPLE HEADLINE:

LOREM IPSUM DOLOR *amet* CONSECTETUR

Suspendisse eget est mollis, pulvinar est non, finibus arcu.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec in consectetur lacus, pellentesque pretium erat. Pellentesque vestibulum imperdiet nibh, eget ultrices magna scelerisque vitae. Pellentesque at sagittis enim, sed hendrerit neque. Mauris interdum mi vel accumsan consequat. Integer vitae libero mauris. Quisque ultricies ornare massa ut tincidunt. Nulla feugiat commodo enim quis porta. Donec urna nibh, venenatis quis.

Aliquam pretium dui id luctus gravida. Nullam in vestibulum metus. In iaculis quis orci non finibus. Sed a lobortis dui. Praesent non commodo quam. Duis orci augue, feugiat ac est sit amet, dapibus pharetra nibh. Nulla facilisi. Ut ultricies tincidunt pretium. Nam arcu tortor, accumsan eget imperdiet at, feugiat ut dolor. Aliquam pharetra mollis neque ac venenatis.

NOTE:
These examples are included for inspiration only and to serve as a starting point, they are not meant to limit design. Our fonts can be mixed in various weights and styles depending on the subject matter.

LOREM IPSUM DOLOR amet CONSECTETUR

Suspendisse eget est mollis, pulvinar est non, finibus arcu.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec in consectetur lacus, pellentesque pretium erat. Pellentesque vestibulum imperdiet nibh, eget ultrices magna scelerisque vitae. Pellentesque at sagittis enim, sed hendrerit neque. Mauris interdum mi vel accumsan consequat. Integer vitae libero mauris. Quisque ultricies ornare massa ut tincidunt. Nulla feugiat commodo enim quis porta. Donec urna nibh, venenatis quis.

Aliquam pretium dui id luctus gravida. Nullam in vestibulum metus. In iaculis quis orci non finibus. Sed a lobortis dui. Praesent non commodo quam. Duis orci augue, feugiat ac est sit amet, dapibus pharetra nibh. Nulla facilisi. Ut ultricies tincidunt pretium. Nam arcu tortor, accumsan eget imperdiet at, feugiat ut dolor. Aliquam pharetra mollis neque ac venenatis.

Suspendisse eget est mollis

SAMPLE HEADLINE: SUBTLE

NULLAM IN VESTIBULUM

Pellentesque at sagittis enim, sed hendrerit neque.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec in consectetur lacus, pellentesque pretium erat. Pellentesque vestibulum imperdiet nibh, eget ultrices magna scelerisque vitae. Pellentesque at sagittis enim, sed hendrerit neque. Mauris interdum mi vel accumsan consequat. Integer vitae libero mauris. Quisque ultricies ornare massa ut tincidunt. Nulla feugiat commodo enim quis porta. Donec urna nibh, venenatis quis.

Aliquam pretium dui id luctus gravida. Nullam in vestibulum metus. In iaculis quis orci non finibus. Sed a lobortis dui. Praesent non commodo quam. Duis orci augue, feugiat ac est sit amet, dapibus pharetra nibh. Nulla facilisi. Ut ultricies tincidunt pretium. Nam arcu tortor, accumsan eget imperdiet at, feugiat ut dolor. Aliquam pharetra mollis neque ac venenatis.

Sed a lobortis dui

TYPE + EMOTION

FORMAL

Colors should be used when designing for all formal materials such as presidential and board annoucements, official university documents, academic ceremonies and high profile communications.

INFORMAL

This color palette is designed for more casual marketing communications including campus events and student recruitment. It is friendly and engaging.

LEADING

Leading is the line spacing or amount of vertical space between lines of text. It is a critical part of typography and our visual identity.

This is an example of leading that is too tight which makes the text difficult to read.

Size: 10 pt | Leading 8 pt

This is an example of balanced leading which has proper spacing to breathe.

Size: 10 pt | Leading 14 pt

TRACKING

Tracking is the spacing between words rather than individual characters. It affects the overall density of the copy.

This is an example of using too much tracking. It causes there to be too much space between letters.

Tracking: +200

This is an example of too tight of tracking. It causes there to be too little space between letters.

Tracking: -100

This is an example of a balanced amount of tracking. It adds nice spacing between characters.

Tracking: +10

TIPS FOR DESIGN

- Overall design aesthetic should be clean and simple; not busy, cluttered or overdesigned.

- White space is an important brand element.

- Designers are encouraged to lift typography and design elements from other marketing pieces.

- Designers are encouraged to make content suggestions that may improve the overall visual message.

- Watch line breaks. Try not to break location or people's names. Rebreak lines to avoid widows.

Avoid widows and orphans!

Cidese dolest fugia veriore mpossum quist ape volor ad qui officil in cum idessercius, que commodi tatatusam erchicipit omnimolor aut que dicipsus, offictem del intem. Ut hit fugiasperum delias voluptat ipsumquamus re eum utemper sperspicit minctas re veles maio temperumet aut acerum dolupta volorion rat rat volo dolorerempos quas es apidusdam.

A good flush left/ragged right line break has a gentle wavy slope:

Cidese dolest fugia veriore mpossum quist ape volor ad qui officil in cum idessercius, que commodi tatatusam erchicipit omnimolor aut que dicipsus, offictem del intem. Ut hit fugiasperum delias voluptat ipsumquamus re eum utemper sperspicit minctas re veles maio temperumet aut acerum dolupta volorion rat rat volo dolorerempos quas es eat re et anduciatur apidusdam.

Top-heavy headlines appears as if it might tip over:

Cidese dolest fugia veriore mpossum quist ape volor adqui

A better example sits on a solid base:

Cidese dolest fugia veriore mpossum quist ape volor adqui

Every line, shape, and dot
contribute to our visual identity

GRAPHIC ELEMENTS

Graphics enhance a piece our identity.

Use of graphic elements such as slanted lines, shapes, icons and infographics help add visual interest and promotes emphasis within our communications. Along with copy and photography, graphic elements act as consistent visual cues of the John Carroll University visual identity.

Icons | a visual expression of our visual identity. They communicate a core idea or intent of a department or message visually.

Vectors | graphics such as shapes, lines and complex combinations that can be scaled and manipulated to any degree without any loss of quality, for use in display or print.

SOCIAL ICONS

Icon set and colors used are the discretion of designer and communication method.

SLANTED LINES

SLANTED LINES
The slanted line is an iconic brand element of John Carroll.
It can be used as a background texture or singular design element.

ANGLE
The angle of the slanted line is -36°.
The point can be oriented either up or down and left or right.

-36°
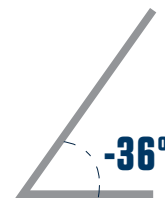
SOLID SHAPE
A solid shape may be used with the JCU slant when appropriate.

GRAPHIC ELEMENTS

48

THE JESUIT UNIVERSITY IN CLEVELAND • JCU.EDU

BOLER AT 20

Celebrating the 20th Anniversary of the Naming of the
John M. and Mary Jo Boler School of Business
John Carroll University

— KEYNOTE SPEAKER: ANDREW SAVITZ —

John Carroll University
BOLER SCHOOL OF BUSINESS

YOU ARE INVITED

WEDNESDAY • DECEMBER 7 • 2016

JOHN CARROLL OFFERS MORE THAN
15 GRADUATE PROGRAMS

COLLEGE OF ARTS & SCIENCES

Biology	English	Nonprofit Administration	School Psychology
Clinical Mental Health Counseling	Humanities	Pre-Medical Post-Baccalaureate	Spiritual Wellness and Counseling
Education	Initial Teacher Licensure	School Counseling	Theology and Religious Studies
Educational Psychology	Mathematics		

BOLER SCHOOL OF BUSINESS

Master of Business Administration	Master of Science in Accountancy	Master of Science in Laboratory Administration

TOP 10

U.S. News & World Report ranks JCU among the top 10 universities in the midwest offering master's degrees.

John Carroll UNIVERSITY

Learn more at **go.jcu.edu/graduate**

GRAPHIC VECTORS

GRAPHIC ELEMENTS
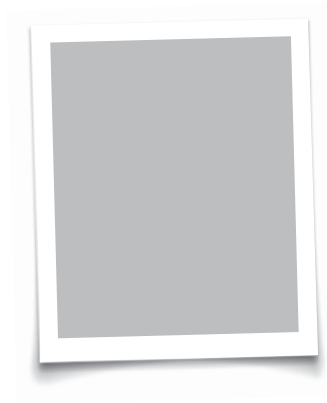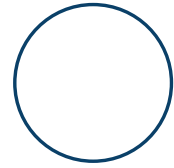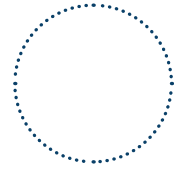
Discover why JCU is a place where you belong *during our*

BLUE STREAK
PREVIEW DAY
SATURDAY, NOVEMBER 4

Take the next steps toward becoming a
BLUE STREAK

Submit your application and materials at
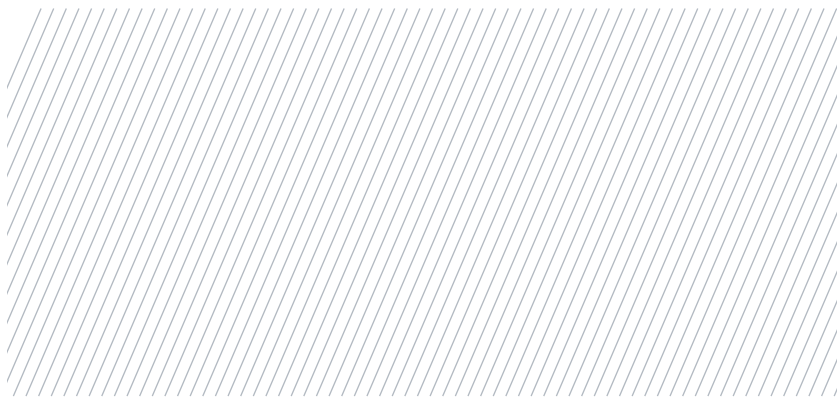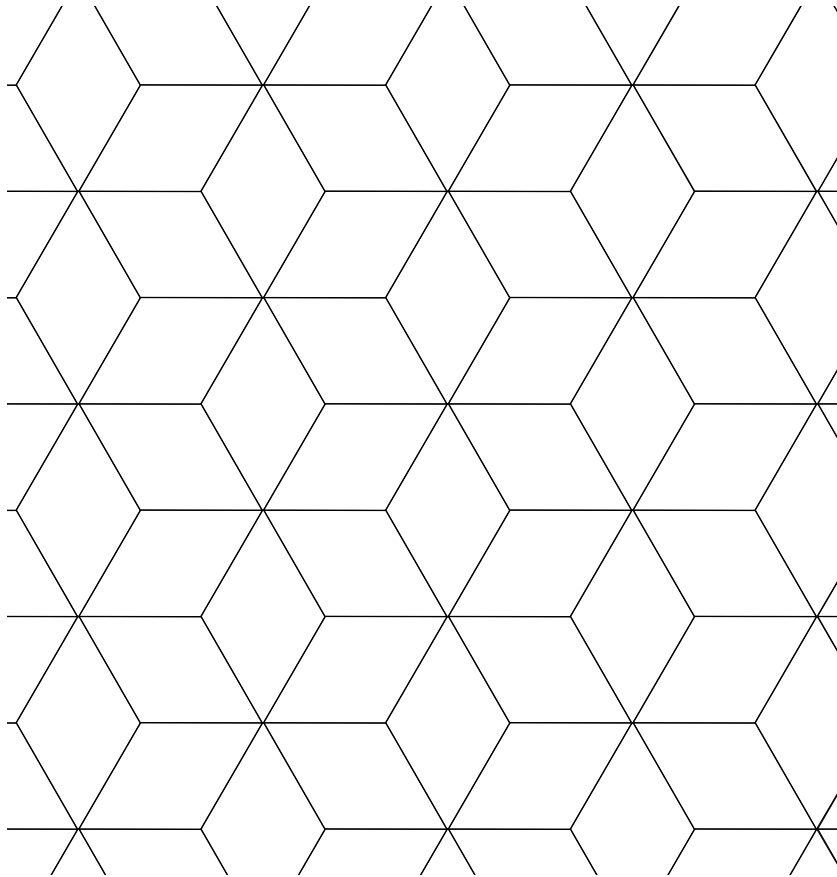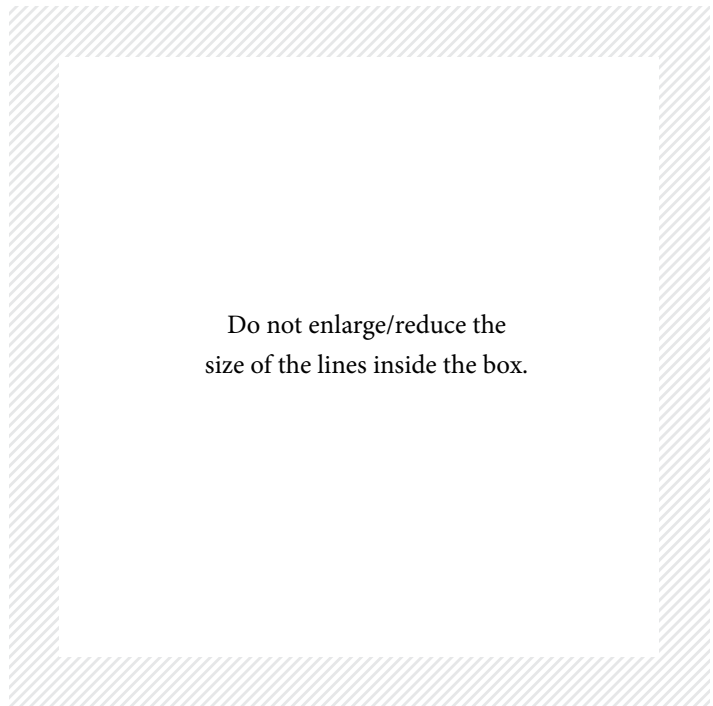**GO.JCU.EDU/APPLY22**

CONGRATULATIONS!
[You are a Blue Streak]

We are thrilled to welcome you to the John Carroll Class of 2022.
We know that your **unique talents and abilities** will enrich our campus.

Top 10
MIDWEST
UNIVERSITY

TEXTURE + PATTERNS

Do not enlarge/reduce the
size of the lines inside the box.

Photography tells our story.

It supports and reinforces our University brand visuals and messaging.

PHOTOGRAPHY

Our photographic style is largely photojournalistic and generally falls into one of four categories—

Learning

Highlights our dynamic learning experience and the interaction between staff and students within an academic environment.

Connection

Captures authentic relationships, candid moments, and organic activities. Capture why John Carroll University is a belong where you belong.

Environment

Showcases the energy of our beautiful campus, vibrancy of Greater Cleveland, and the diversity of our University community.

Portraits

Brings out the personality and style of our storytellers.

Characteristics of our photographic style:

Bright	Relatable
Upbeat	Candid
Positive	Engaging
Warm	Authentic

For more info on photography please visit sites.jcu.edu/imc

LEARNING

used to showcase dynamic learning and the interaction
between faculty, staff, and students in our academic environment.
The goal is help our audience imagine themselves at John Carroll University.

CONNECTION

used to convey our voice in a "in the moment" way. The goal is to capture authentic relationships, candid events and activities, and a uniquely John Carroll experience that evokes a friendly and inviting community.

Emotion-based imagery possesses an intimate quality. Each captures a moment in time, ripe with feelings ranging from happiness to intensity. Focused deeply on the person or persons, emotion-based imagery should be direct and powerful. It should create a connection to the subject matter and be strong enough to stand alone.

ENVIRONMENT

used to showcase our beautiful campus through both exterior and interior compositions highlighting architecture found throughout our academic classrooms, student centers, and open spaces. The goal is to help our audience imagine themselves at John Carroll University.

Environment-based imagery evokes a sense of destination. Each photograph provides context for the sense that JCU is a place where you belong.
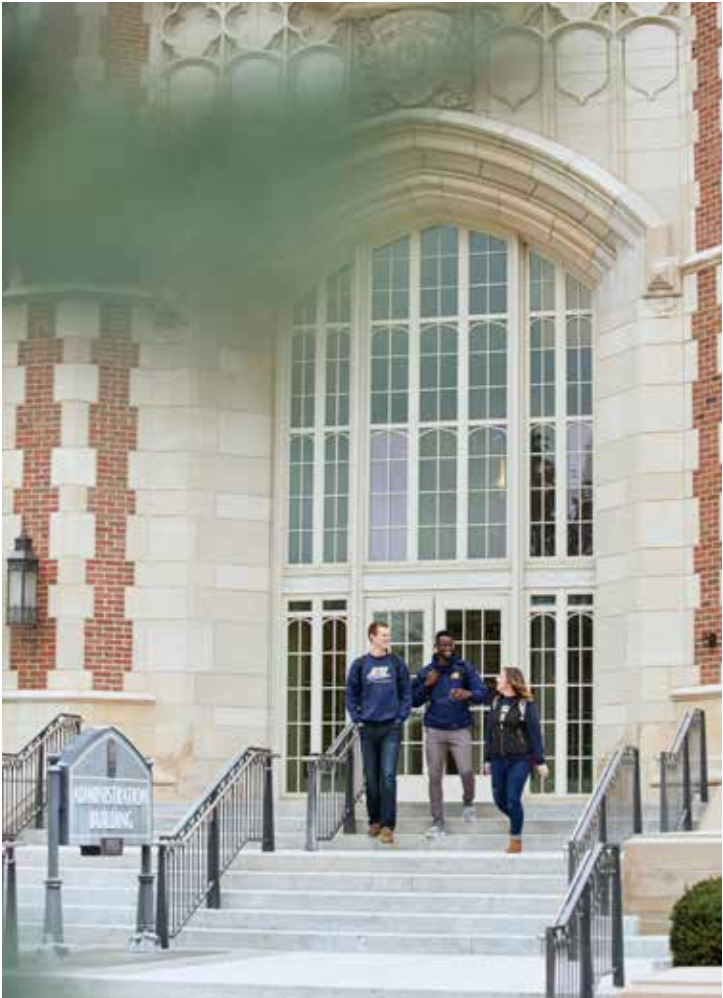
PORTRAITS

portrait photography helps tell a more personal story and brings members of the John Carroll community to the forefront. Photography should be very detailed to paint a richer and more lively picture of the university.

Our partners are aligned with the University strategy.

# PARTNERS

Our Partners are ambassadors of our identity.

The strong relationships we maintain with our vendors is a crucial role maintaining the visual identity and integrity of our institution. At JCU wedevelop strategic partnerships to produce promotional materials on behalfof the University. The following vendors are approved for promotional use:

Consolidus/theJCUshop (thejcushop.com)
Aubrey Cocklin | service@theJCUshop.com | aubrey.cocklin@consolidus.com

RedBird Promotions (jcustreakstore.com)
Dan Murphy | dan@redbirdpromotions.com
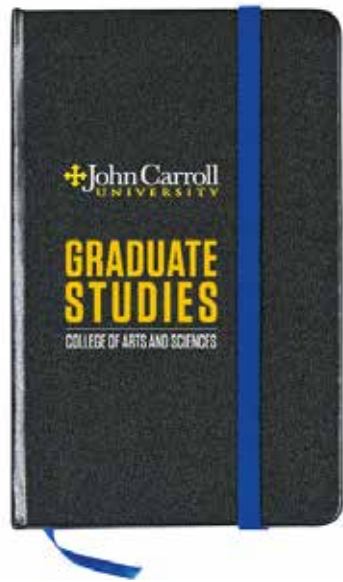
At the forefront of changing technology and digital media

DIGITAL

Digital media inspires innovation

Much of our daily lives is focused on an ever increasing digital world. Whether through use of our mobile phones, tablets, or video applications, much of our communication is now conducted through the use of digital technology.

The way we use and consume digital content versus print must be taken into consideration when developing communications for the university. The consistent use of our university visual standards for print material still apply but with a unique set of digital guidelines for optimum effectiveness.

Web
Website Templates | Microsites

Social Media
Facebook | Twitter | Instagram | Instagram

Mobile
Applications | UX/UI

WEB TATERS + TOTS

TATER - Main banner on JCU website
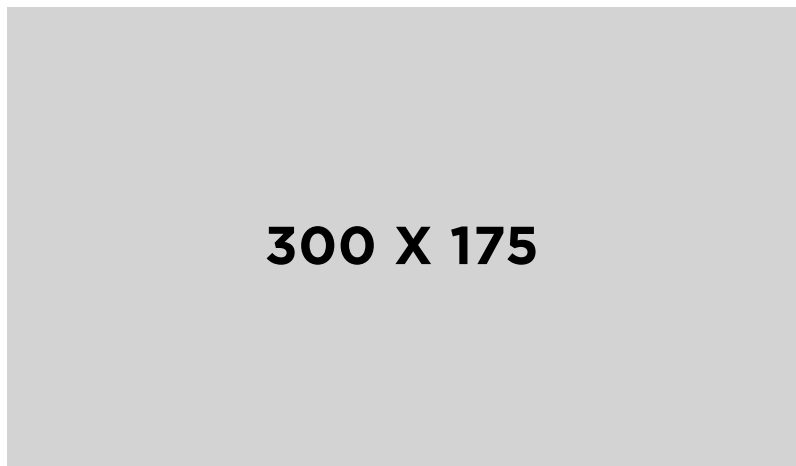1080 pixels (px) X 540px

TOTS
1. 300 X variable height (recommended 175)

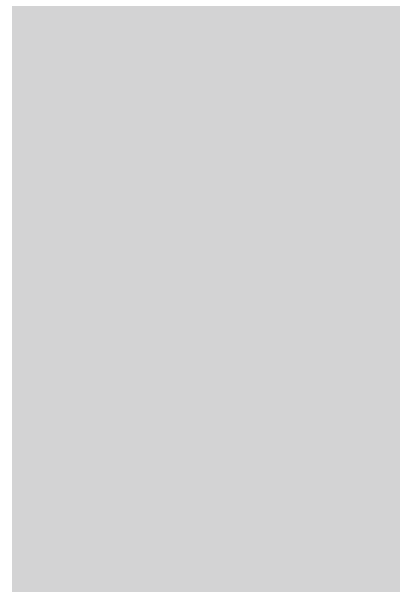**FEATURED IMAGE SLIDERS** - Smaller banners on site specific pages
2. 620 X 322 (i.e. Boler)
3. 700 X 222 (i.e. about, student life)

3.

1.

300 X 175

2.

620 X 322

700 X 222

Connecting with campus
and engaging the world.

SOCIAL MEDIA

Social media is about the stories you tell.

Social media has changed the way we communicate — both as an institution and as individuals. Social media allows John Carroll University to engage in ongoing, digital conversations with our constituents — students, faculty, staff, parents, alumni, colleagues, community leaders, fans and friends — about what is most important to them in the space where they are at.

Social Media
Facebook | Twitter | Instagram | Instagram

Best Practices
Captions | Copywriting

SOCIAL MEDIA

FACEBOOK
Cover photo - 828 X 315
Profile photo - >180 X 180
Shared image - 1200 X 900

TWITTER
Header photo - 1500 X 500
Timeline photo - 506 X 253
Aspect Ratios: Desktop: 2:1 if you want your entire image to be visible in the Tweet preview, or 1:1; minimum width of 600

Mobile: 16:9 minimum size 600 X 335

INSTAGRAM
Profile photo - 110 X 110
Shared photo - 1080 xX 1080

SOCIAL MEDIA

MVOLORERSPE NOBITAQUO

SUNTDLOREST

Equidunditem faccaboribus?

Sitisintiam es adipsam fugia volorerspe nobitaquo vellaut quideliciis entia sunt dlorestrum conse videm quatem faccabo. At arum utem con nobit a doluptam quam nimustrum.

MVOLORERSPE NOBITAQUO

SUN*tdl*OREST

MVOLORERSPE NOBITAQUO

SUNTDLOREST

Equidunditem faccaboribus?

PAPER STOCK

JOHN CARROLL UNIVERSITY PAPER SPECIFICATIONS:

John Carroll University has selected specific papers that best represent the brand: Endurance Silk or Cougar.

Endurance Silk delivers high-performance results with proven runnability, durability and versatility

HP-certified digital sizes available, Excellent image reproduction. The paper is FSC® certified. Available in multiple cover and text weights. Cover weights: 80, 100 and 120. Text weights: 60*, 70, 80 and 100

Cougar Super Smooth is a premium uncoated printing paper long-revered for value and performance. It touts a stellar 98 brightness and a balanced white shade with 10 percent post-consumer content. The paper is FSC certified.

QUESTIONS?

This guide is a tool that provides a consistent visual identity and strengthens John Carroll University—its goal is not to impose unnecessary restrictions on creativity. However, to ensure the University has an appropriate visual identity, please exercise good judgment in all marketing communications.

If you have any questions or feedback, contact Integrated Marketing & Communications
sites.jcu.edu/imc

John Carroll
UNIVERSITY